UKRAINIAN CANADIAN STUDENTS' UNION
СОЮЗ УКРАЇНСЬКОГО СТУДЕНТСТВА КАНАДИ
UNION DES ÉTUDIANTS UKRAINIENS CANADIENS

A GUIDEBOOK TO HOSTING A
VIRTUAL MOVIE NIGHT
Part of the USO Toolkit Event Series

In response to the ongoing COVID-19 pandemic, SUSK has created an extension to the pre-existing USO toolkit of events. The COVID-19 toolkit is designed to provide member USO's with the appropriate resources to adapt their programming and events to comply with the current COVID-19 health and safety standards. You can stay up to date with what regulations apply to you [here](#).

In this document, you will find information on how to successfully implement a virtual movie night. This guidebook is divided into **"phases."** These phases divide the responsibilities required to participate in this event over time to encourage USO's to stay organized and manage their time effectively.

OBJECTIVES
The key objectives of the proposed event are:
- To facilitate networking and club member growth
- To enjoy a movie or documentary together
- To meet new people and make friends!

Phase 1: *Schedule a Meeting and Set Goals (3 weeks before event)*
Decide on the following:
- **Target Audience**
  - Who do you want to attend? Primarily students at your USO, students from the whole University, students from USOs across Canada, Ukrainians in your region, anyone?
  - Make sure to advertise in the best spots to reach the most people - especially social media! Instagram and Facebook seem to be the best for this type of event.

- **Date and Time**
  - Choose a date and time for your movie night.
    - Make a Doodle Poll to ensure the Meet & Greet is on a day that the most exec members can join in.
    - Ensure that there are no other events and activities taking place at the same time that would interfere with your event.
    - Be wary of school holidays, religious holidays, and exam/midterm periods.

- **Movie**
  - What do you want to watch? There are some really fabulous Ukrainian movies and documentaries out there! Here are a few we recommend:
    - *Mr. Jones*
      - An incredible new movie about the Holodomor and Gareth Jones, a Welsh journalist who helped break the story. It was written by Andrea Chalupa, friend of SUSK, who spoke about the movie at Congress 2019.
      - In English
      - Available on Apple TV and Google Play
    - *That Never Happened*
      - A powerful documentary about the internet of Ukrainians in Canada during WW1. Directed by Ryan Boyko, friend of SUSK. We watched the documentary at Congress 2018.
      - In English
      - Available on Google Play
    - *Winter on Fire*
      - A moving documentary about the Euromaidan Revolution of 2013-2014.
      - In English
      - Available on Netflix
    - *Hutsulka Ksenya*
      - A new movie: Yaro, a young Ukrainian-American, must voyage to the Carpathian Mountains in order to fulfill his father's last wish—for him to marry a true Ukrainian girl. If Yaro does not fulfill this wish within a year, his father's fortune goes to a distant relative named Mary. This mystical tale of love and finding oneself is full of music and the beautiful spirit of Ukraine.
      - In Ukrainian with English subtitles
      - Available on Vimeo: https://vimeo.com/ondemand/hutsulkaksenya
    - *Shadows of Forgotten Ancestors*
      - A beloved movie about Ukrainian Hutsuls, filmed on location in 1967. Probably one of your Baba's favourite movies.
      - In Ukrainian with English subtitles
      - Available on YouTube: https://www.youtube.com/watch?v=rb6GMSG2cEY&t=429s&ab_channel=IgorKozorog
  - How will you get a copy?

- Some universities offer online digital film libraries - it's worth checking their catalogues first. The UVic digital film library, for example, has *Mr. Jones*, even though it is a new movie.
- Some films may require you purchase an online copy or to rent an online copy. Others may be available for free. SUSK strongly USOs to purchase films if it is required as opposed to streaming a pirated version - we want to support our Ukrainian filmmakers.

- **Platform**
By and large, virtual movie nights require everyone to have access to the same movie - so be sure to ask what streaming platforms everyone has access to or find a free online copy (ie. YouTube, Vimeo, your university's library).
  - Looking for a hassle-free streaming solution? You can schedule a watch party via a video chat platform like **Zoom or Houseparty**. To watch, have all your participants set up the movie at home and press play at the same time. This option is nice as it has minimal tech requirements.
  - **TeleParty** (formerly Netflix Party) is a good option if the movie you are watching is available on Netflix, HBO, Hulu, or Disney+. It is a Google Chrome extension that enables you to organize a group streaming. Note that everyone needs to download the extension to participate. This allows you to all stream together and provides a customizable chat bar where your USO members can all chat! Unfortunately, it does not offer a video or phone call option, just the chat feature. https://www.netflixparty.com/
  - **TwoSeven** is also a Google Chrome extension and works similarly to TeleParty, but it does offer webcam calls and a wider range of streaming sources, including: Netflix, HBO, Vimeo, YouTube, Amazon Prime Video, Apple TV, and personal videos (and Hulu and Disney+ for a fee). https://twoseven.xyz/
  - **Scener** is similar to both of the above platforms and offers streaming on Netflix, HBO, Disney+, Hulu, Amazon Prime Video, Vimeo, Alamo, Funmation, and more. You can video, chat, and even share documents if that's your jam. https://www.scener.com/

Phase 2: *Advertise (1-2 weeks before event)*
Consider appointing one member of your executive to take the lead on advertising (VP Media), and another to set up the administrative things (VP Logistics).
1) VP Logistics: administrative work (setting up the meeting, deciding and figuring out the platform, setting up the link for the movie night)
2) VP Media: Making a poster and sharing it on various social platforms
   a. Canva and Piktochart are great for making easy, aesthetic posters

3) Anyone: Advertise through email or WhatsApp (if you have an audience there)

Phase 3: *Execution*

- **Set-up**
    - Make those organizing log onto the platform 15-30 min prior to the time you plan to start the movie night to make sure everything is working.
- **Have fun**

Phase 4: *After The Event (1 day after event)*

- **Publicity & Promotions**
    - Write a press release and collect any articles and pictures. Circulate these files to all key contacts, including SUSK (projects@susk.ca)
- **Finance**
    - Thank event sponsors (if applicable) and send them any articles or photographs highlighting the event's success